

Amendments to the Specification

1. Please amend paragraph 9 as follows:

[0009] The customized interface is achieved by generating a computer file or "page" based on information intentionally provided by ~~about~~ the user ~~and advertisement~~. Information provided by ~~about~~ the user comprises a user profile including any preferences for advertising, content or layout of the page. Information about the advertisements comprises an ad profile including a description of the ad and optionally a definition of the targeted audience. The user profiles and ad profiles are compared to determine matches according to a prescribed parameter. The prescribed parameters dictate how to relate information between the two types of profiles, i.e., user profile and ad profile. A match is determined where the ad is consistent with the user's preferences as defined in their respective profiles. The custom page is generated in an appropriate conventional manner including one or more of the matching ads. The page is formatted such that the layout is consistent with the user's preferences defined in the user profile. In a fully customized page, nothing in the page is inconsistent with the user's preferences, i.e., ads that fall outside the prescribed parameter are excluded from the page.

2. Please amend the Abstract as follows:

A method for providing customized network interface and targeted marketing forum. Consumers are provided with a graphical interface tailored in appearance and content based solely on ~~to~~ the consumer's specifications. In addition, advertisers and other commercial entities are provided with a targeted audience of consumers having an increased likelihood of interest in the advertisement or commercial object.